

Analog Way Becomes an InfoComm International® Renewal Unit Provider



September 2016 - Analog Way is thrilled to announce that it has been recognized as an InfoComm International Renewal Unit Provider for both LiveCore™ (Advanced level) and Vertige™ Certification Programs. Through a comprehensive training program, the company has demonstrated its commitment to the InfoComm University's Certification Renewal Unit Committee by providing quality training for audiovisual professionals and learning opportunities for their continued professional development.

Successful Launch for the Analog Way Academy

Analog Way has been named an official InfoComm International Renewal Unit (RU) Provider. This will allow thousands of professionals who hold InfoComm International's Certified Technology Specialist credentials to earn renewal units toward their certification by completing Analog Way training programs. Certification Programs for LiveCore™ series of premium AV video processors, including Ascender, NeXtage and SmartMatrix Ultra units, and Vertige™ Premium Show Controller, can now be completed for RUs. Both Certified Technology Specialists™ (CTS®) and the specialized designation Design (CTS®-D) will get 12 RUs when training for LiveCore™ and 9 RUs for Vertige™.

Analog Way has always been committed to helping customers become experts of the brand. Training AV professionals is part of Analog Way's main commitment which resulted in the creation of Analog Way Academy for the Americas a few months ago. Christina Spurlock, Technology Instructor, comments on the increasing success of the Academy, "Since its opening this summer, the Academy has already advanced the skill level of more than 50 audio video experts."

Tailors-made Programs

The programs are designed to allow trainees to take full advantage of Analog Way's systems no matter what environment they work in. Christina Spurlock points out

some advantages of the program, «The benefits of becoming a certified operator are twofold. First, it allows operators to become more esteemed in their career. Secondly, it helps to bring the production they are involved in to a much higher standard. The more the operator knows what to do with the unit in front of him, the higher the production value can be pulled out of the event.» Classes are a true opportunity for specialists to exchange with Analog Way teams and get substantial advice on technical points.

The class agenda consists of a classroom-based lecture along with equal hands-on and exercise time in separate training rooms. Classes are broken up into blocks, each day consists of certain topics which are then practiced in the equipment rooms with uniquely designed exercises. To gain a wide range of skills using Analog Way products, trainees work with several devices from LiveCore™ and Midra™ series, including Ascender 48 – 4K – PL connected to the Web RCS, the intuitive user interface for the LiveCore™ platform, Vertige™ console, and Pulse² mixer.



Through the LiveCore™ and Vertige™ Certification programs, Analog Way stands alongside AV professionals to magnify their creativity for a more innovative and richer user experience.

For Immediate Release

Christina Spurlock's Opinion

«Where you might have one day or maybe even six hours to operate a piece of gear you have never seen before, right before an event goes live, now is the time to take one line of product off that list and come take our certification courses. Once AV professionals understand how our gear works, they will not only become more valuable in their career but continue to raise the bar in productions where **Analog Way** gear is present.»

What Customers have to Say

Logan Littlefield, Senior Technician, comments on his experience at **Analog Way** Academy, «I just wanted to thank you for such a wonderful experience at the **Analog Way** Academy. You did an excellent job keeping me engaged and making me feel at ease with the gear. I was pretty intimidated going in; but by the end, I really felt comfortable and excited about the product and the interface. Thank you over and over again. I can't wait to return and continue honing my craft!»



FOLLOWING SESSIONS IN 2016...

SEPTEMBER							OCTOBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
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25	26	27	28	29	30		23	24	25	26	27	28	29
							30	31					

NOVEMBER							DECEMBER								
S	M	T	W	T	F	S	S	M	T	W	T	F	S		
		1	2	3	4	5							1	2	3
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27	28	29	30				25	26	27	28	29	30	31		

○ 2 days ○ 1 day

Analog Way, Pioneer in Analog, Leader in Digital

Analog Way is an innovation-driven designer and manufacturer that specializes in computer and video signal processing and distribution. Since 1989, **Analog Way** has developed and manufactured a wide range of equipment dedicated to Professional Audio Visual applications: presentation mixers, seamless scaling matrix switchers, event controllers, scan converters, multi-format converters, and software & systems integration tools. The products provide the most advanced solutions in the Broadcast, Pro AV, Rental & Staging, Church, Corporate and Industrial markets.

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